

## **EXECUTIVE ORDER**

**June 4, 2003**

**03-08**

### **RHODE ISLAND TOURISM DEVELOPMENT ADVISORY COUNCIL**

WHEREAS, the tourism industry is one of Rhode Island's leading and fastest growing industries, generating 64,500 jobs and \$1.1 billion in salaries, generating over \$4.8 billion in expenditures on travel, hospitality, and tourism, generating \$2.6 billion in sales, and attracting over 12 million domestic and international visitors each year; and

WHEREAS, the future growth and development of tourism in the state will be enhanced through long-term, industry-focused strategic planning; and

WHEREAS, leadership, business expertise, and tourism-related experience from the private sector in tourism planning is critical to successful tourism marketing and development efforts; and

WHEREAS, increased collaboration and coordination between existing state and regional organizations involved in the promotion and development of travel and tourism is key to its continued growth and will maximize the effective return on investment of public funds; and

WHEREAS, all regions of the state will receive economic benefit from improved tourism infrastructure, hospitality training and tourism product development.

NOW, THEREFORE, I, DONALD L. CARCIERI, by the virtue of the power vested in me as Governor of the State of Rhode Island and Providence Plantations, do hereby order as follows:

1. The Rhode Island Tourism Development Advisory Council is hereby established to develop a strategic plan for marketing and promoting tourism, group tour, and meeting business through a more effective coordination and collaboration of the regional tourism districts, the Rhode Island Economic Development Corporation, and other tourism-related organizations and agencies.

2. The Council shall collaborate with the regional tourism districts to market and promote the use of the Rhode Island Convention Center, T.F. Green State Airport, and the growth of tourism to and within the State. The staff of the regional tourism district organizations is encouraged to attend the Rhode Island Tourism Development Advisory Council's meetings.
3. The Council shall explore and research opportunities for the development of tourism-related facilities, attractions, and events that will enhance the state's cultural and recreational product offerings for visitors to all regions throughout the year.
4. The Council shall examine industry needs for training and visitor services and encourage the formulation of tourism business-focused solutions to meet those needs.
5. The Council shall meet quarterly, or more frequently as the Council deems necessary.
6. The activities of the Council shall be facilitated by the Rhode Island Economic Development Corporation, which shall provide necessary administrative support and coordination.
7. The membership of the Rhode Island Tourism Development Council shall be comprised of 20 voting members appointed by the Governor. One (1) member, selected by the Governor, shall serve as Chair of the Council. Eight (8) members shall be chosen from the following organizations: one member each from the South County Tourism Council; the Blackstone Valley Tourism Council; Newport County Convention and Visitor's Bureau; Block Island Tourism Council; Providence Tourism Council; East Bay Tourism Council; Providence/Warwick Convention and Visitor's Bureau; Warwick Department of Economic Development; nominees for such positions to be selected by the chairperson of those organizations from amongst the private sector in those regional tourism districts; two (2) members from the Rhode Island Convention Center Authority, nominees for such positions to be selected by the chairperson thereof; two (2) members from the Rhode Island Airport Corporation, nominees for such positions to be selected by the chairperson thereof; four (4) at-large members to be appointed by the Governor from the tourism and hospitality industry, at least one of whom shall represent a visitor attraction; two (2) members of the Rhode Island Economic Development Corporation one (1) who shall be the executive director and one (1) to be selected by the executive director thereof; one (1) ex-Officio member who shall be the executive director of the Rhode Island Historical Society. All members shall serve at the pleasure of the Governor.

8. The Council shall make an annual report to the Governor summarizing its accomplishments and those of publicly funded tourism organizations in the state. All tourism districts or other agencies receiving State funds for tourism development and promotion shall be solicited by the Council to report on their activities and use of funds for the effective promotion of tourism in Rhode Island, for the purpose of developing this annual report of tourism performance from the Council.

This Executive Order shall take effect immediately and shall remain in effect until this Order is terminated.

So Ordered:

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Donald L. Carcieri

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Date: